Administrations for infrastructure development in rural sites having core-competency in art, craft, culture, handlooms/textiles etc. Community participation and capacity building including skill upgradation in such rural sites are supported through Government of India-United Nations Development Programme Endogenous Tourism Project and Capacity Building for Service Providers Scheme of the Ministry. A maximum of Rs.50.00 lakh is provided for infrastructure development and a maximum of Rs.20.00 lakh is provided for Capacity Building for each rural tourism site.

The United Nations Development Programme (UNDP) has supported for Capacity Building for the following Rural Tourism projects in Rajasthan.

1. Village Neemrana, Distt. Alwar

2. Village Samode, Distt. Jaipur

3. Village Haldighati, Distt. Rajsamand

Artisans from several rural tourism sites have showcased their products through participation in fairs and festivals such as Deepawali Deep Utsav at Delhi Haat, Indian International Trade Fair at Pragati Maidan, Toshali Mega Craft Mela and Shopping Festival, Bhubaneswar, Surajkund Craft Mela, Surajkund, India Calling, Los Angeles (USA) etc. Both domestic and international tourists have already started visiting rural tourism sites.

Incredible India

2423. SHRI PARIMAL NATHWANI: Will the Minister of TOURISM be pleased to state:

(a) whether Government has embarked on global "Incredible India" campaign;

(b) if so, the details thereof;

(c) whether Government has finalized agencies to handle the launch of global print campaign, a tourism campaign for TV and print campaign for Europe, America, Asia-Pacific and Europe; and

(d) if so, name of these agencies?

THE MINISTER OF TOURISM (KUMARI SELJA): (a) to (d) Ministry of Tourism regularly releases Print and TV Media Campaigns in the global international markets such as Americas, Europe, Asia Pacific regions etc. to attract potential travelers to visit India. The agencies for releasing advertisements in every campaign are selected annually after following an open tender process.

Tourism in Himachal Pradesh

2424. SHRI RAJNITI PRASAD : Will the Minister of TOURISM be pleased to state:

(a) whether Government have released an amount of Rs. 42.14 crore for the development of 19 tourist destinations in 2007-08 and 2008-09 in State of Himachal Pradesh;

(b) if so, the name of the tourism projects and the amount earmarked for each project;

(c) whether Government propose to advice the State Government to include Durga